

Job Title:	Manager of Transit Development and Marketing
Job Description Number:	2712
Department/Division:	Public Transportation/Administration
Exemption Status:	Exempt
Pay Grade:	108
Immediate Supervisor:	Director of Public Transportation
Normal Work Schedule:	Mon-Fri, 8 hours/day

Brief Description of the Job:

Develop and propose transit projects and programs that include federal, state, local, and private funding and are implemented in a manner conducive to the regulations of the specific funding programs and/or contractual agreements. Assist the Manager of Finance and Budget in submitting timely grant applications to federal, state, and regional grantors; assist in the administration of all grant programs including private partnerships in accordance with federal and state regulations; research and develop projects that maximize the funding opportunities for transits and its partners through leveraging federal and state funds to the greatest extent possible. Coordinate with regional partners in the planning process to ensure the inclusion of multi-modal transportation into regional and local plans. Submits monthly and quarterly reports to GTA Committees and the GTA Board. Serves as a representative with the Director as assigned to all committees and panels in the regional planning process as well as local assistance and programs. Acts as a liaison with Operations Division of Transit and Greenlink Maintenance in all planning matters. Assists the Director in organizational strategic planning and creation of goals and objectives, participates in planning of alternative modes as needed or directed in conjunction with multi-modal aspects of GTA and Greenlink. Is responsible for the marketing and public relations of both GTA and Greenlink. Will coordinate and monitor all advertising sales through a planning and marketing assistant. Is primarily responsible for all transit feasibility studies, long range plans, short range plans, liaison with GPATS and SCDOT as well as the various transit associations and related coalitions, adopts and proficient with new technologies related to public transportation. Manages the Transit Planner on a day to day basis with the transit and project development.

Essential Functions:

Transit Program Development (30%): Oversee the transit program when securing federal, state and local funds. Manage grant files consistent with the federal triennial review and regulations. Oversee the submission of the DBE and Title VI plan and goals. Assist the Manager of Finance and Budget in development of quarterly milestone reports within the Federal Transit Administration TEAM/TRAMS system. Ensure through staff that all federal regulations are upheld and delivered in a timely manner. Works closely with the Manager of Finance and Budget on availability of grant funds for codification, budgeting and draws. Assist the Operations Division in provision of ADA regulations, Charter regulations, procurement, Buy America, Half fare, Security, and EEO. Responsible for the liaison and reporting of the Drug Free Workplace and Drug and Alcohol Program. Assist the Greenlink Marketing Specialist in distribution and development of schedule brochures, pamphlets and marketing materials.

Project Management (25%): Will manage the development of new properties, the upgrade of current properties and disposal of discontinued properties, assist in identifying funding for

capital projects, develop procurement strategies for capital projects, encourage new technologies including but not limited to alternative fuels and automated systems. Plan for replacement and expansion vehicles in anticipation of future growth and funding availability. Maintain a capital replacement and long range plan for GTA and keep the Transit Development Plan up to date. Ensure alternative modes are represented in the planning process including bicycle, pedestrian, rail, and carpooling and car sharing. Continues to work and liaison with GTA and Greenlink partners and stakeholders including institutions of higher learning, private sector business, regional organizations, state associations, the Chamber of Commerce, and other non-profit transportation related organizations.

Marketing of the Transit Program (25%) Responsible for the marketing, promotion, branding and recognition of Greenlink and GTA. Oversees and implements the advertising program through vehicle interior and exterior ad space, shelter and bench space, the retail spaces available and any other revenue generated through advertising and coordinate with staff specifically the transit planning and marketing assistant. Marketing Programs and Branding shall be developed with priority given to community recognition and awareness of public transportation including the benefits of public transportation including but not limited to environmental, energy conservation, economic, safety, and community health.

Public Relations (20%): Work with identified organizations to create lucrative public/private partnerships. Make presentations to private business and governing bodies. Hold public hearings, produce and organize rider surveys, prepare data and quantify route and fare information. Work with and communicate with neighborhood associations, the Greenville Trolley program with its service areas and stops, and represent Greenlink in the bicycle community including bike sharing, bike lockers, and bike rental. Acts as a spokesperson for GTA and Greenlink in coordination with the Director of Public Transportation and the City Special Events Department.

Other duties and responsibilities as assigned.

Physical Demands

Overall Strength Demands: Sedentary strength demands include exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.

Physical Demands: Continuously requires sitting, vision, and hearing. Frequently requires walking and talking. Occasionally requires standing and reaching. Rarely requires fine dexterity, handling, climbing, crouching, twisting, foot controls, kneeling, lifting, and carrying.

Machines, Tools, Equipment, and Work Aids: None

Computer Equipment and Software: Desktop computer, copier, fax, laptop computer, projector, printer

Working Conditions

Overall Working Conditions: Good: Relatively free from unpleasant environmental conditions or hazards.

Environmental Factors: None

Health and Safety: None

Primary Work Location: Office Environment

Protective Equipment Required: None

Non-Physical Demands

Frequently requires tedious or exacting work and working closely with others as part of a team. Occasionally requires time pressures, frequent change of tasks, and performing multiple tasks simultaneously. Rarely requires emergency situations and irregular schedule/overtime.

Job Requirements

Formal Education: Bachelor's degree or equivalent in Business, Planning, Urban Studies, Sociology, Political Science, or a related field is required. .

Experience: Over two years of experience in public transportation administration or five years' experience in business, marketing, public relations or related government service.

Driver's License Required: Class D South Carolina license.

Certifications and Other Requirements: None.

Job Demands

Reading: Advanced Level: Ability to read, analyze, and interpret general business periodicals, professional journals, technical journals and procedures, financial reports, legal documents, and governmental regulations as well as literature, books, reviews, reports, and abstracts.

Math: Intermediate Level: Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement.

Writing: Advanced Level: Ability to write policies, contracts, speeches, formal presentations, and/or technical and legal documents and correspondence.

Human Collaboration Skills: Recommendations regarding policy development and implementation are made and/or recommended. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Evaluates customer satisfaction, develops cooperative associations, and utilizes resources to continuously improve customer satisfaction. Work has a high impact on the organization. External contacts include Upstate Transit Coalition, GPATS, FTA, and SCDOT. Internal contacts include Transit Operations and Greenlink Maintenance.

Technical Skill: Advance Skill: Work requires advanced skills and knowledge in approaches and system, which affect the designs and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively. Advanced application: Work affects accuracy of multiple projects.

Fiscal Responsibility: Position develops the budget for a division and/or multiple programs and projects. Has responsibility for recommending requests to the Department head.

Freedom to Act and Impact of Action

Receive General Direction: The employee normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically. Significant impact of action: Considerable benefits or costs in time, money, or public/employee relations.

Disclaimer

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.